

# 2014 Norfolk Environmental Action Awards Winners



## 2014 Awards Committee

- Amelia Baker
- Jeff Miskill
- Chris Moore
- Lee Rosenberg
- Rooney Rosmer
- Sharon Smith
- Denise Thompson

## Clean Business Award

### **GENERAL DYNAMICS NASSCO - NORFOLK**

This corporation recycles industrial and office waste, recycling over 900 tons in the previous year. Employees receive weekly environmental training and conducts monthly cleanups of shoreline and wetland areas, which border its property. Over the past year, the group has collected over 4,500 pounds of trash and debris. General Dynamics also supports Keep Norfolk Beautiful (KNB) with quarterly "Adopt a Spot" cleanups and annual community-wide cleanups.

## Clean City Employee

### **Award of Excellence - JOHN KEIFER**

John Keifer's outstanding leadership and steadfast support led to the attainment of many of the NEC's and KNB's most important environmental goals. Keifer was instrumental in leading the former SPSA Technical Committee to develop the automated curbside recycling program for Norfolk and all of South Hampton Roads. Additionally, spearheaded the necessary staff involvement for achieving a stronger storm water pollution prevention program, key litter prevention programs, and strategic waste diversion efforts including yard waste composting, public space recycling and city facility recycling. Perhaps the most critical example of John's environmental leadership, has been his support for engaging more citizens in active stewardship programs through education, communication and volunteer programs.

### **Award of Merit - ANDROSE JEFFERSON**

Androse Jefferson is a dedicated Public Works staffer manages the City of Norfolk's Household Hazardous Waste and Electronic Waste Programs, ensuring the Pine Ridge Road Waste Management facility is in compliance with its storm water permit. Annually, he collects over hundreds of bushels of oysters, which are subsequently returned to the Chesapeake Bay. Jefferson also provides litter support to KNB by installing and maintaining over 100 litter baskets throughout the city.

## **Clean City Employee, *con't***

### **Award of Merit - LARRY KEEFE**

Larry Keefe is the Operations Manager of the Towing and Recovery Division, where he created recycling programs prior to citywide implementation. Keefe's sustainable passion led him to take on the task of electronics recycling at his facility to help keep old TVs, computers, etc off the side of Norfolk streets. A crusader for environmental project within his community to keep litter off the streets. He shares his positive view of environmental stewardship with others.

## **Clean City Youth Awards**

### **Award of Excellence - TEENS WITH A PURPOSE**

This dynamic group took on the project of building a 50 foot community garden, in the parking islands of the Vivian C. Mason Teen Center. In addition, they build a vegetable, herb, fruit, and flower garden from which the community was able to harvest fresh produce. The high-energy team also developed "How's it Growing," an urban gardening program, which involves 150 participants, ages of 10-18.

### **Award of Merit - TROOP 1, BOY SCOUTS OF AMERICA**

Over 20 members of this troop participated in projects to clean the local environment of litter and trash. The troop was involved in "Adopt a Street" on 20<sup>th</sup> St. from Colley Avenue to Elmwood Ave by cleaning quarterly, and took part in "Clean the Bay Day" by collecting bags of trash and cigarette butts from Bay beaches. At Weyanoke Wildlife Sanctuary, the troop worked to remove non-native plants, maintain trails and perform chores to keep this unspoiled area in its natural state.

### **Honorable Mention - LIZ RHEES**

She was active on the RiverFest planning committee, and helped coordinate the rain barrel project for the silent auction. The environmental message conveyed by the 16 rain barrels reached over 4,000 attendees. She has helped to bring awareness of RiverFest and restoration of the Lafayette River to the community and has been an excellent ambassador of environmental awareness for her peer group.

## **Education and Outreach**

### **Award of Honorable Mention – Submarine Learning Facility Norfolk**

Ten sailors from the facility participated in the Junior Achievement Program at Jacox Elementary School. The training was geared toward interactions and nuances of community relations to include public works and environmental sustainment. The students, first through third grade, learned how everyone in the community plays a part in keeping it running healthy and environmentally sustainable.

### **Award of Merit - TODD EGERTON**

He is a member of the Lafayette Wetlands Partnership and is manager of the ODU Phytoplankton Analysis Lab. He is the motivating force behind two programs to increase citizen involvement in the health of the Lafayette River: "Eyes on the River" and the

“River Post Program”. “Eyes on the River” involves 120 citizens using Facebook and Twitter as a monitoring network posting photos and river updates weekly “River Post Program” has eight posts with plans for four more. Its purpose is to track the success of wetlands restoration projects and document the diversity of wildlife.

### **Award of Merit - PAUL CRAMER**

An energy systems engineer, he is involved in many projects, all of which benefit the environment. He spearheaded the creation of the NRHA Green Team and continues to guide it. He led efforts to install meters on all NRHA housing units to measure and improve usage and he worked to ensure that all new construction is done to a green standard and that renovations employ green practices. His energy savings initiatives have saved NRHA much more than they cost to implement. He is a member of Norfolk’s Green Council.

### **Award of Excellence - JOHN VESTERMAN**

He volunteered to administer the NEC-sponsored plastic bag recycling program in seven elementary schools. He leveraged the TREX Challenge contest, recruited the seven schools, obtained support materials, organized the plastic bag pickup weighing and recycling delivery and submitted regular reports. He organized financial support for student awards and recognition from area civic leagues. This program has recycled more than 1,250 pounds of material and impacted more than 1,000 elementary students who participated in the program.

## **Rivers and Waterways Protection**

### **Award of Merit - MICHAEL O’HEARN**

He has sustained participation in the wetland restoration and environmental education initiatives of the Lafayette Wetlands Partnership and is committed to community based wetlands restoration as a path toward a healthier Lafayette River. He has been actively involved in restoring wetlands on the Talbot Hall property and on the corner of Pope and Somme Avenues, Riverview, Weyanoke Nature Sanctuary, Money Point and Colley Bay. He was also involved with wetland restoration and phragmites control project in Highland Park. He has participated in projects on the Lafayette River that have resulted in the addition of 9,000 square feet of vegetated wetlands and/or phragmites controlled high marsh and upland areas.

### **Award of Merit - JUSTIN SHAFER**

He has been the Environmental Engineer for Norfolk’s Storm Water Management Division for the past three years. Frequently working 50+hour weeks, he performs functions above and beyond his work requirements to coordinate environmental programs of city agencies and regional NGOs. He has taken the lead role in the region to address the Chesapeake Bay Total Maximum Daily Load (TMDL) in an effort to develop the most cost effective strategies to meet unfunded mandates.

### **Award of Excellence - BARBARA AND GARY LAWS**

At their home on the Lafayette River, the Laws stabilized the shoreline in an environmentally sensitive way, providing an enhanced wildlife habitat while protecting the land from further erosion. They oversaw the construction of a living shoreline of 168

linear feet of marsh. They created a swale land side on top of the bank to slow water runoff and erosion. They eradicated invasive plants and replaced them with native species. Their living shoreline not only prevents erosion but also serves as a wildlife habitat and enhancement of river ecology.

## **Clean City Heroes**

### **MICHAEL BERG**

He has proposed to construct small floating wetland gardens that could be tethered to docks or the land behind river front houses. He gathered materials and experimented with different types of flotation methods. He produced two prototype floating wetlands gardens for display during RiverFest. "Residential Floating Wetland Gardens" is an innovative idea.

### **DERRICK HOLLIDAY**

He is the litter enforcer for Tanners Creek East Civic League. He offers assistance to residents with yard maintenance and recycling issues and maintains yards for elderly residents. He joined the "Adopt a Spot" Program and has cleaned the streets in his community and is Chairman of his neighborhood beautification committee.

### **JONATHAN NYE**

During RiverFest he created and coordinated a successful three part tour of the Lafayette River watershed (bike, run, kayak). Believes in making communities healthier and more sustainable habitats for everyone to live and thrive while enjoying the benefits of cycling.

### **BOB PARSONS**

Bob Works with NEC's plastic bag recycling program collecting, weighing, reporting and recycling the bags. Volunteered to visit seven elementary schools bi-weekly (more than 80 visits) to carry out the bag recycling program. To date he has recycled 1,250 pounds of plastic bags and more than 1,000 children have participated in this project.

### **VIRTUOUS WOMEN'S SOCIAL CLUB**

Think of a group of women that work diligently to improve the environment by participating in various clean-up projects throughout their community. The Virtuous Women's Social Club has taken clean and green to a hands-on level, as they have taken charge of two "Adopt a Spot" projects, actively working on their mission to give back to the community, with a focus on environmental projects.

### **DIANE COLLINS**

This Norfolk Public School Art teacher worked with Tori Hubbard, Hannah Mason, Katie Matney, Erica Munisar, Ben Simon and Shemaiah Smith, six talented Sewells Point 5<sup>th</sup> graders, to design and decorate a rain barrel for RiverFest. To convey the theme of "Reflection of our River," Collins also educated students about the importance of keeping our waterways clean and how the use of rain barrels conserves water and prevents water runoff. Teaching green rocks!!